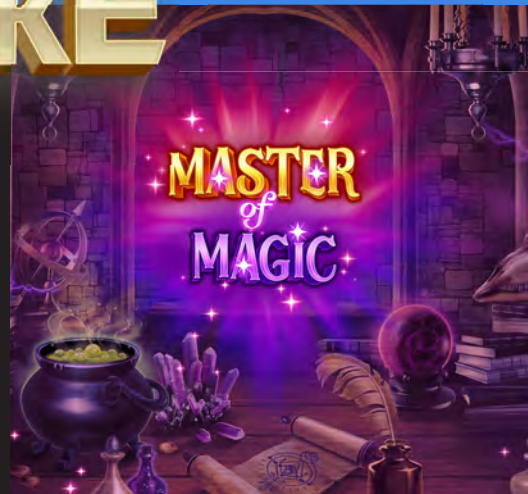


FOCUS ON SEPTEMBER

THE MONTHLY NEWS ROUND-UP FROM **GAME ON**

FIRST STRIKE



SEPTEMBER 2022 PRESS RELEASE HIGHLIGHTS



APPARAT GAMING / COMEON

ComeOn Group selects Apparat Gaming for first API integration

ComeOn Group has launched a new in-house developed casino API, with German developer Apparat Gaming to be the first provider onboarded.

The platform will give the group's customers access to a range of games developed by affiliated studios, such as Apparat – utilising ComeOn's so-called "new API approach."

The German provider will be the first company to be integrated with the group's new API, facilitating the distribution of Apparat Gaming content across ComeOn's jurisdictions and brands.

The games are currently available for the German market, which ComeOn described as one of the companies' "core focuses." However, the business said it has a plan to expand into other markets in the "near future." Moreover, ComeOn said its new casino API is part of a "continuous focus on product quality."

"We are very pleased to see Apparat Gaming using our innovative integration technology to provide their exciting games portfolio to all our jurisdictions and..."

[READ THE FULL STORY](#)

1X2 NETWORK / SIGNORBET

1X2 Network joins forces in Italy

1X2 Network has further established itself as a major player in Italy after launching its slots and table games with operator powerhouse Signorbet.

The partnership allows the popular online casino and sportsbook operator to supercharge its game lobby with chart-topping slots and table games from 1X2 Network's award-winning Iron Dog Studio and 1X2gaming subsidiaries.

This includes titles like Phoenix Inferno, Blood Queen and Pirate Kingdom Megaways as well as in-demand Megaways slots such as Megaways Jack, 1 Million Megaways BC and the just-released Gods of Asgard Megaways.

The deal also includes 1X2 Network's Wolf Strike and Book of Ba'al.

The "Book of" format has proven itself as a player favourite in the Italian market and Hold and Win slots are an established top performer for studios and operators alike.

The partnership with Signorbet builds on the provider's presence in the market where it delivers its content to other tier-one operators such as Goldbet and Sisal and platform providers like Microgame.

[READ THE FULL STORY](#)

FLOWS / PRAGMATIC SOLUTIONS

Pragmatic Solutions aims to 'accelerate delivery' via Flows integration

Pragmatic Solutions has secured a partnership with Flows, to oversee the integration of the latter's no-code innovation platform into its services.

Through the collaboration, Pragmatic's player account management system is now fully integrated with Flows technology, which permits customers to take advantage of the tech.

Flows' platform will enable Pragmatic and other affiliated companies to "easily" automate their digital processes, build digital features and produce applications.

"We are delighted to be a part of Pragmatic Solutions Integration Hub for their platform clients to take full advantage of our innovative tool," commented Domenico Mazzola, Director of Sales at Flows.

"It's great to see an industry leader recognise the importance and benefits that Flows, no-code automation can bring to their business.

"Establishing partnerships with tier one suppliers like Pragmatic Solutions is a great achievement for Flows and one we're very proud to have formalised.

[READ THE FULL STORY](#)

SGG MEDIA

SGG Media Launches Crowd Funding Round on StartEngine.com

Young social-media focused sports marketing company gives investors opportunity to continue turning the advertising world on its head from as little as \$250.

SGG Media - A Division of Sports Gambling Guides, Inc., the up-and-coming sports advertising agency, is continuing its plans to turn the advertising world on its head by opening up a \$5 million round of private funding on leading US investment platform, StartEngine.com via the SGG Media portal: <https://www.startengine.com/sports-gambling-guides>.

Like so many things the company has done during its short but meteoric rise to prominence over the past few years, turning to one of America's largest crowd funding sites to generate further investment in SGG Media is something of an industry first. It will give private investors the unique opportunity to buy into a sports gambling-related business from just \$250 while helping SGG Media continue to grow.

With StartEngine.com having already helped other start-up businesses raise \$50 million in private funding, SGG Media is confident of launching their \$5 million offering on the platform - with this amount further complementing the \$3.25...

[READ THE FULL STORY](#)

SEPTEMBER 2022 PRESS RELEASE HIGHLIGHTS



FSB

FSB set to introduce 'major' Glasgow tech hub

FSB has followed up last week's debut of a South American technology hub in Colombia by detailing plans of establishing a "major" new base in Glasgow that is slated to open this autumn.

The tech hub is set to be the "heartbeat" of the sports betting and igaming supplier's technical operations in Europe, Africa and other global territories outside of the Americas.

The Scottish headquarters is set to house an over 60 strong roster of staff and will be led by new Global Head of Delivery Ken Paterson who is set to play a leading role in the day to day operations within the space.

Furthermore, FSB adds that its South American hub in the Colombian city of Medellin as well as this Glasgow base will form "integral components" in the...

[READ THE FULL STORY](#)

HIGH ROLLER

Idan Levy Appointed CEO of Highroller.com

High Roller Technologies, Inc. announced the appointment of Idan Levy as Chief Executive Officer, to lead development and growth of the online casino gaming in existing markets as well as expansion into new markets.

High Roller Technologies, Inc. operates HighRoller .Com, a recently launched international online casino brand offering a full roster of online games, including slots, dice, roulette, blackjack, video poker and live dealer.

Mr Levy brings over 11 years of experience in all facets of online casino and gaming, most recently having served as the Chief Operations Officer at Genesis Global Limited, where he oversaw all operating departments. Prior to that, Mr Levy served as the Chief Executive Officer of CSMS Ltd., a Playtech company, and was the managing director of Playtech Bulgaria.

Mr Levy is joined by iGaming veterans Reuben Borg Caruana, who will serve as the Chief Operating Officer, and Isaac Sant, who will serve as the Chief Technology Officer, of High Roller. The team collectively has over 30 years of industry and product experience in top level roles across marquee iGaming brands. With Mr Levy at the helm of High Roller, the Company is now poised for planned accelerated growth into regulated Tier 1 markets.

[READ THE FULL STORY](#)

BETER / BAYES

BETER and Bayes extend partnership

BETER, a leading provider of next-gen betting and gaming solutions, has extended its strategic partnership with Bayes Esports, a leading supplier of esports live data.

This latest announcement means that BETER will continue to offer the most robust esports product to its clients and enable the company to continue building on its reputation for providing the most comprehensive esports offering.

This partnership not only enables BETER to offer reliable odds, but it also significantly increases the uptime and helps to manage the integrity risks more efficiently.

Evgeniy Bekker, BETER esports general manager, said: "We are thrilled to have extended our partnership with Bayes Esports and it forms an important part of our overall global strategy for esports leadership. Our team looks forward to a long and prosperous relationship.

"We pride ourselves on offering a comprehensive esports solution in the industry, working with some of the biggest operators in the world, and this collaboration cements our position as the leading esports provider in the..."

[READ THE FULL STORY](#)

SKILLONNET / HOLLE GAMES

SkillOnNet expands into Germany with slots from Hölle Games

Online casino operator SkillOnNet has launched into the German market with a series of games developed by German slot specialist Hölle Games.

Hölle Games develops its slots to specifically meet German player preferences. The studio has created a unique blueprint for its "Bonus Spin" series of games.

The addition of Hölle Games to SkillOnNet's portfolio marks the operator's further extension across European markets and beyond.

SkillOnNet currently powers numerous casino brands including Miami Jackpots, EU Casino, Mega Casino, Spin Genie, Metal Casino, Genting Casino and more.

Jani Kontturi at SkillOnNet said: "When it comes to developing slots that not only meet but exceed the expectations of German players there is no better studio..."

[READ THE FULL STORY](#)

PRESSENTER

PressEnter Group hires former LeoVegas strategy exec as new chief legal officer

NitroCasino operator PressEnter Group has hired Terese Thagaard, former group head of regulatory strategy and implementation at LeoVegas, as its new chief legal officer.

Thagaard joined LeoVegas in September 2021 as senior legal and compliance counsel, before being promoted to head of legal and compliance for Sweden and group head of regulatory strategy and implementation.

Prior to LeoVegas, she spent three and a half years as Kindred Group's legal counsel for the Nordics, after spending nine years as a solicitor with the Davis & Co law firm. such as PlayOJO, Slotsstars, Genting Casino, Spin Genie, EU Casino.

PressEnter said Thagaard is a highly accomplished lawyer, who in her new role as CLO will focus on extending and further developing the operator's legal team, in order to drive and support the continued growth of the group.

Commenting on her appointment, she said: "I am very excited to be joining PressEnter at such an exciting stage of its development and I am looking forward to building a team to help the business navigate the ever changing legal and regulatory landscape in the worldwide iGaming industry."

[READ THE FULL STORY](#)

FSB

FSB gets recommendation from Nevada Gaming Control Board for Licensing

Global B2B sports betting & iGaming supplier FSB has been recommended for licensing approval by the Nevada Gaming Control Board, opening a new chapter in the company's business. Awarding a Manufacturers and Information Service Provider to the company will solidify its standing as a global and world-class sports wagering and interactive gambling provider and help bring it to one of the most prominent sports betting jurisdictions in the United States.

FSB had several representatives at the NGCB hearing on September 7, seeking to ensure that they can meet the regulator's questions and expectations. Presently, FSB is hoping to be granted the right to launch with local sportsbook operators by offering them its omnichannel solutions while making tailored adjustments to ensure that it brings the best possible product to market.

FSB CEO Dave McDowell spoke about the likely prospect of the company securing the desired license and what the implications for the company would be, saying:

"Securing regulatory approval in Nevada is a true trust stamp on the quality of a service provider and as a Tier 1 supplier with a laser focus on key regulated global markets this is a jurisdiction, we simply have to be present in."

[READ THE FULL STORY](#)

NEXIUX SOLUTIONS / XTREMEPUSH

Nexiux Solutions Partners With Xtremepush

Nexiux Solutions has partnered with Xtremepush.

Under the partnership, clients of Nexiux Solutions will be able to fully interact with their player base through personalised, real-time messaging. Xtremepush's customer engagement functionality enables operators to establish critical insights into their players' behaviour through a Single Customer View. These insights can then be harnessed to create in-platform email, SMS, push notification campaigns. This allows Nexiux Solutions and its clients to develop a more personalised, player experience.

Additionally, the seamless integration will not only allow for advanced personalisation but also an opportunity to create player base segmentation, enabling true, multichannel player engagement.

Rob Verdia, head of products at Nexiux Solutions, said: "This partnership brings an added level of service provision to our ever-growing operator client base. We want to supply our clients with access to industry-leading solutions, via our modular technology platform, and the agreement with Xtremepush is an integral part of this approach."

Robbie Sexton, head of partnerships from Xtremepush, added: "Our platform is uniquely suited to give operators in the SBG space all the tools required to create the best results possible from any acquisition and retention campaign. We are thrilled to be working alongside Nexiux Solutions who quickly identified us..."

[READ THE FULL STORY](#)

PIXIU GAMING

Dan Marino to be featured in Pixiu Gaming branded casino content

Hall of Fame NFL quarterback Dan Marino has teamed-up with Pixiu Gaming in a partnership that will see the former Miami Dolphin be featured in a series of slot games.

The developer will donate five per cent of its profits from the games to support the work done by the Dan Marino Foundation in empowering individuals with autism, and other developmental challenges, to fulfil their potential and build successful careers.

Tony Plaskow, Pixiu Gaming, explained: "As a huge NFL fan, it is an honour to announce this exciting collaboration. Dan, and his team, are fully aligned with Pixiu's focus on creating meaningful change for underprivileged and challenged children.

"We pride ourselves on working with Canadian Provincial governments for the benefit of their communities and can't wait to release the first Marino titles into Canada and US States next year".

In a partnership initiated and brokered by Creation iGaming, Pixiu plans to launch a variety of games featuring Marino's brand into the regulated Canadian and US markets from Q2 2023.

Phil Canavan, Commercial Director of Creation iGaming, noted: "It is rare to bring two organisations together who are so closely aligned in their outlook, it has been a genuine pleasure working with both parties.

[READ THE FULL STORY](#)

FLOWS / FINNPLAY

Flows agrees partnership with leading Nordics supplier, Finnplay

Flows, the industry's no-code innovation platform, signs partnership agreement with award-winning Nordic platform provider, Finnplay.

Flows has announced a partnership agreement with leading Nordic platform supplier, Finnplay, for the provision of its no-code innovation platform. The partnership will enable Finnplay's casino and sportsbook customer base throughout regulated markets to build features and applications without code, as well as increasing innovation via Flows' automation technology.

Flows was built to be the most agnostic piece of software on the market. It can sit alongside any other piece of technology that a business has to then enable it to innovate freely and without constraint. Flows allows its partners to orchestrate different data points from one place, allowing them to accelerate delivery and reduce operational and development time and costs. The plug-in no-code platform supports businesses in accelerating development and fast-tracking integrations in a single interface and workflow automation tool. Flows works with affiliate networks, operators and suppliers alike.

[READ THE FULL STORY](#)

CONTINENT 8

Continent 8 Technologies hires Kristian Valenta as Chief Financial Officer

Previous Vice-President in the Technology, Media and Telecommunications Group at leading Canadian private equity firm, joins Continent 8 at a time of ongoing expansion.

Continent 8 Technologies, the award-winning managed hosting, connectivity, cloud and security provider to the global online gambling industry, is delighted to announce the appointment of Kristian Valenta to the role of Chief Financial Officer.

Valenta has previously held a number of senior level roles, most recently as Vice-President in the Technology, Media and Telecommunications Group at Novacap, a leading North American private equity firm.

During his time at Novacap, he led numerous fund related activities, including supporting various capital raises, headed several M&A and corporate finance efforts and has been an active Board member across numerous portfolio companies within the technology group.

Based in Montreal and reporting directly to the CEO, his role at Continent 8 will see Valenta continue to build on the company's existing plans for expansion. He will be responsible for the company's overall finances, whilst working alongside the executive team on policy, operations and Continent 8's overarching strategy.

Michael Tobin, Chief Executive Officer and Founder, at Continent 8...

[READ THE FULL STORY](#)

SWINTT / ENERGYCASINO

Swintt Launches Games with MGA-licensed EnergyCasino

Swintt, a popular developer of iGaming titles and recipient of multiple industry awards, has announced a new partnership with EnergyCasino, a casino licensed by the Malta Gaming Authority, that will allow the company to consolidate its own footprint and presence in the jurisdiction.

The new partnership will integrate Swintt's extensive selection of Premium Games that will enable players in MGA-covered markets to gain access to more than 140 slot games, and a portfolio that is continually growing in numbers. These games include all-time favorites such as Vinnie Jones and The Crown.

Swintt is confident that EnergyCasino players will be excited to have a shot at some of its other popular games, including Aloha Spirit XtraLock and Candy Gold. Swintt also offers a number of classic-gaming-inspired slot experiences that will be readily available to players who are keen on exploring these titles.

The studio features tons of excellent games neatly incorporated into its games, including expanding wilds, free spins, and more value-added gameplay mechanics. Traditional and modern slot players will find Swintt's games to be spot on.

There are also popular book series that is an all-time player-favorite slot franchise. EnergyCasino stands to benefit from this partnership by leveraging the portfolio and introducing it to its audiences. Swintt CEO David Mann commented on this partnership, welcoming the opportunity:

[READ THE FULL STORY](#)

SKILLONNET / EZUGI

SkillOnNet adds Ezugi games to its portfolio

Thanks to this partnership, users of online casino sites such as PlayOjo, Slingo, Spin Genie, Metal Casino, Genting Casino and can now play live table games provided by Ezugi.

Ezugi's games will initially launch to SkillOnNet brands from the UK market and all Malta jurisdictions, with plans to expand into Spain and beyond in the upcoming months.

After adding Ezugi's games to its portfolio, SkillOnNet's content offering now amounts to over 3,000 titles covering slots, jackpot slots, table games, Slingo, bingo, instant win scratch cards and live dealer games.

Jani Kontturi, Head of Games at SkillOnNet, said: "Live casino is hugely popular with players across the SkillOnNet network, so we are always looking to add more quality games to our offering to ensure we continue to provide the best possible experience.

"Ezugi is a true pioneer in the live casino space and its suite of games offers..."

[READ THE FULL STORY](#)

CONTINENT 8

Continent 8 signs five-year contract with Government of Gibraltar

Continent 8 Technologies has been awarded a contract by the Government of Gibraltar.

Continent 8 and Gibraltar have been working together since 2011, and the new contract covering data centre hosting services will run until 2027.

The group has been providing the solutions and capacity required via its secure data centre, located 500 metres deep within the Rock in a former Ministry of Defence facility.

David Black, Managing Director of EMEA at Continent 8 Technologies, said: "We are delighted to be chosen by the Government of Gibraltar to be the trusted hosting partner of its critical infrastructure for the next five years. It was a competitive tender process, but ultimately our solution emerged as the strongest.

"Buried deep within the Rock of Gibraltar in a former MoD facility, our world-class Gibraltar data centre is unrivalled in the level of security it offers our customers. This, combined with our suite of solutions from managed hosting to public and private cloud, make us the go-to infrastructure partner for local and international businesses.

"While we are a global business that spans more than 85 connected locations around the world, we deliver highly localised solutions in the markets we operate and will continue to take this approach as we deploy our ambitious..."

[READ THE FULL STORY](#)

FIRST LOOK GAMES / KALAMBA

Kalamba ramps up distribution with First Look partnership

Kalamba Games has taken things to the "next level" following a partnership with First Look Games in a deal that will take the former's titles to the igaming affiliate platform.

Under the terms of the agreement, the online casino developer will have access to First Look's consumer base in a bid to increase visibility and ramp up distribution of its games.

The aggregated games hub allows game studios to connect with igaming affiliates and players, with over 20 million global casino players to its name.

"As we continue expanding, having targeted control of what we communicate to the affiliate ecosystem is crucial for us, and First Look Games is the platform to deliver that," commented Gareth Dando, Kalamba Games' Marketing Director.

"It manages the heavy lifting of affiliate outreach while adding a comprehensive and responsible way to promote games to players. From our point of view, this takes affiliate marketing to the next level and there's nothing else in the industry that can do that."

First Look's reach has been cited by Kalamba in stressing that this deal will allow an abundance of players to discover its titles, which may include Rumble Ratz Megaways in addition to future releases Fruitmax Caslinez and Machina Reloaded Megaways.

[READ THE FULL STORY](#)

HITSQWAD / RANK INTERACTIVE

HITSquad Makes Debut with Rank Interactive

K-based Rank Interactive, the operator of prestigious online gambling brands such as Grosvenor Casino and Mecca Bingo, has hit the jackpot by signing an exclusive agreement to be the first online operator to offer HITSquad's innovative jackpot slots to its players.

Under the deal, Rank will roll out HITSquad's first 2 jackpot slots, both of which are connected to the "First Strike" jackpot theme:

Bravo Mission, a military-themed game where players will feel the adrenaline as they make tactical decisions to try win a jackpot.

Ragnar, transports players to the Viking age where lighting will pulse through their veins as they win cash and unlock jackpots.

The games will be available on both online sites after an exclusive time period with their players and will be followed by several additional games over the coming months.

Charl Geyser, CEO of HITSquad, said: "We are thrilled to be launching our first..."

[READ THE FULL STORY](#)

STAKELOGIC / MRQ

MrQ integration delivers UK depth for Stakelogic

Stakelogic has stressed a firm belief that its latest commercial tie-up represents the start of an "excellent relationship" after linking-up with the MrQ online casino brand.

This will see the igaming developer make its entire slots suite, which comprises a collection of more than 250 games, available to the Lindar Media owned site in the UK via an integration with Relax Gaming.

Satpal Chaggar, Head of Gaming Operations at MrQ, said: "MrQ's mission is to bring the best slots at the highest RTPs to our UK audience and we are proud of our new partnership with Stakelogic."

Under the terms of the agreement, titles including the recently launched Wild Buzz and games such as Wild Wild Bass, Candyways Bonanza 2 Megaways and El Patron, and an array of Megaways offerings, will be made available to MrQ.

This agreement will also include Stakelogic's Super Stake mechanic, which allows for additional bonus-triggering scatter symbols and multipliers when activated.

"We are delighted to announce this. MrQ has established itself as a leading, UK-facing operator since it launched in 2018 and I'm sure this will be the start of an excellent relationship moving forwards for both of us," stated Danila Dzesh, Sales Manager at Stakelogic.

"We are grateful to our partners at Relax for their assistance in getting this deal..."

[READ THE FULL STORY](#)

FSB / BET CENTRAL

FSB Secures New Retail Partnership as Bet Central Upgrade Technology

Global B2B sports betting & iGaming supplier FSB has increased its growing retail footprint by securing a new partnership with independent UK bookmaker, Bet Central.

The new alignment will see FSB provide Bet Central with their award-winning SSBT technology across four key shops within their regional estate.

In a further boost to the omnichannel supplier, Bet Central have switched their complete SSBT technology from their existing provider to FSB's award winning product.

The news comes just weeks after FSB's retail product played a key part in the global provider winning the Multi-Channel Supplier of the Year at the EGR Awards earlier this summer.

Russell Colvin, Head of Retail at FSB, said: "Since our EGR Multi-Channel Supplier award win in June, interest in our retail product has been phenomenal. This new partnership with Bet Central is an example of this momentum we are experiencing.

We have collaborated closely with the outstanding team at Bet Central to carefully curate a retail offering for their player base that includes multi-language support, deep linking banners, early cash-out and bet builder product. We're confident our award-winning product will prove the perfect upgrade for their retail business and we look forward to a long and successful..."

[READ THE FULL STORY](#)

BLUE GURU GAMES / ORYZ GAMING

Blue Guru Games release 'Clash Of The Seraphim' on Oryx Gaming platform today

Hot on the heels of their recent release, Treasure of Tengshe, Blue Guru Games has upped the ante with its latest slot - Clash of the Seraphim which will take players on another mythical journey - within a truly epic story.

Exclusively available to operators on the ORYX Gaming platform, Clash of the Seraphim is a stand out, 7x7 medium volatility slot, following the Seraphim and their armies who have been battling Lucifer's fallen legions for control of creation.

When the eye of Seraphim symbol lands inside the Eternal Gate zone, it triggers an epic battle bonus round in which players can choose to play on the side of Light or Dark based on their appetite for volatility. When battle commences the wild expansion 'aura fields' move around the reels and vary in size so when a wild lands anywhere within one, everything in it turns wild.

Clash of the Seraphim also includes an incredible soundtrack which elevates this beautifully crafted slot to another legendary level.

[READ THE FULL STORY](#)



AUGUST 2022 EDITORIAL HIGHLIGHTS



LIVESPINS / RELAX GAMING

Livespins unites with Relax Gaming in major content deal

Livespins, the cutting-edge provider of socially charged online casino experiences, has entered into a breakthrough partnership with Tier 1 content developer and aggregator, Relax Gaming.

The deal will see the powerhouse provider's entire suite of proprietary games, plus those from the 70+ studios integrated into its Silver Bullet aggregation platform, be made available to some of the hottest streamers in the business.

Livespins has amassed a growing army of streamers who will now use Relax Gaming's content, and that of its studio partners, in their streams.

This includes player favourite titles such as Temple Tumble, Money Train 2 and Banana Town.

[READ THE FULL INTERVIEW](#)

SKILLONNET / PLAYOJO

PlayOjo's "risqué approach" pays off at UK Social Media Awards

PlayOjo's risqué "Safe Bets" campaign has come up trumps, fending off competition from media giants Sky and Netflix to nab a first place prize in this year's UK Social Media Awards.

For a second year running, the online casino brand has topped the "Best Use of Social Media for Entertainment" category, this time for a marketing push involving Love Island star Olivia Bowen.

In a three-minute-long video designed to spoof a "1970s or 80s safe sex educational film," Bowen appears in a lab coat to offer safer gambling tips.

Innuendos abound for the duration of PlayOjo's ad, which leans heavily on humour to capture players' attention, making it, the company said, "easily shareable via Instagram and Facebook."

The Awards' panel of judges would appear to agree, having once again named PlayOjo the category's winner, beating Netflix UK's #Nestflix campaign.

However, PlayOjo failed to win the "Best Use of Instagram" category this year, having done so in 2021. The Safe Bets campaign was designed in partnership with marketing agency Cubaka.

[READ THE FULL INTERVIEW](#)

BETSSON

Betsson supports responsible and safe gambling in Greece

For Betsson, protecting players from potential risks that may occur from excessive gambling, is one of its main focus areas.

With the new campaign's leading message being that, "Athletes should go all in. Maybe you shouldn't.", Betsson encourages customers to set boundaries and reminds them that the game is only fun when played responsibly.

Betsson has further strengthened its commitment to responsible gambling in Greece with the creation of the Betsson Foundation.

The Foundation's site is completely independent from betsson.gr and promotes tips on safe and responsible gaming <https://betssonfoundation.gr/>. The site allows users to access a self-assessment tool to evaluate their personal gaming habits as well as learn more about the warning signals and risks of problem gambling. The new site also lists the multiple social impact initiatives that Betsson organises in Greece.

Through the Betsson Foundation, donations will be given to non-profit organizations in the fields of education, health, and sports. It will also support programs that are expected to bring significant, lasting, and positive results to society.

[READ THE FULL INTERVIEW](#)

FSB / OLYMPIC ENTERTAINMENT

FSB to lead Olympic Entertainment's platform upgrade of OlyBet

FSB has announced a 'European Tier-1 client win', securing Olympic Entertainment Group (OEG) as a new customer of its casino platform and over-the-counter retail solution.

The partnership sees FSB power the casino vertical of OEG's flagship OlyBet brand, which is recognised as the leading omnichannel operator within the Baltic markets of Estonia, Latvia and Lithuania.

Key provisions will include FSB upgrading OlyBet's casino vertical with its proprietary player account management services and gaming content totalling access to over 10,000 games.

Corey Plummer, Chairman and CEO at Olympic Entertainment Group, said: "We are excited to work with FSB as part of our expansion strategy in CEE markets."

[READ THE FULL INTERVIEW](#)

STRIVE GAMING

US Industry Veteran, Former DraftKings Executive, Jamie Shea Appointed as CMO for Strive Gaming

Strive Gaming, the first platform business specifically set up to meet the multi-state requirements of gambling operators across North America, has announced that it is further strengthening its senior leadership team with the appointment of Jamie Shea as Chief Marketing Officer.

Jamie was formerly VP of Sportsbook Operations and VP of VIP Marketing at DraftKings, playing a critical role in its growth following PASPA's repeal.

Prior to that, Jamie headed up several sportsbooks across Nevada including the Flamingo, Venetian, Hard Rock, and Station Casinos. Prior to the repeal of PASPA, Jamie worked with IGT to customize the IGT platform for consumption in the US market as well as leading the marketing and sales of said system, before moving to DraftKings.

In her new role as CMO, Jamie will manage all B2B marketing activities, all communication practices internally, externally and will lead the Managed Services function. The latter function is a 24/7 department of customer support agents, payment, risk & fraud agents, CRM experts, more for those customers of Strive Gaming who want this service in addition to the platform and native...

[READ THE FULL INTERVIEW](#)

1X2 NETWORK / REEVO

1X2 Network Strikes Content Deal with Bucharest-based Reevo

Leading iGaming software provider 1X2 Network has announced a strategic partnership with the Bucharest-based online gaming company Reevo. The agreement will see the integration of 1X2's mammoth portfolio of cutting-edge slots and casino games into Reevo's aggregation platform.

This will include games from 1X2's games development arm, 1X2gaming, and its young subsidiary games studio, Iron Dog Studio. Iron Dog has shaken up the gaming industry since its launch in 2017 with a mission to challenge and innovate. Recent hit titles include Solar Nova, Wolf Strike: Hold and Win, and God of Asgard: Megaways.

Reevo launched with a mission to "elevate the online casino experiences to a new level" and began releasing its own gaming titles this year. It also provides operator partners with rich and easy-to-implement solutions that drive players engagement, from marketing tools to data-driven analysis. Its aggregation platform contains a diverse suite of games through a single API.

Chris Loftus, 1X2 Network Commercial Director, said: "Reevo is a vibrant and eye-catching new company that is destined to do great things in this industry, and that's why we wanted to partner with them. We have extremely strong and longstanding partnerships with top-tier providers, but we're always on the..."

[READ THE FULL INTERVIEW](#)

NEXIUX SOLUTIONS / HEXOPAY

Nexiux Solutions bolsters payment portfolio with the addition of Hexopay

Nexiux Solutions, the agile and dynamic technology company that provides world-class iGaming solutions, has added Hexopay to its list of payment providers, and is now available to operators around the world.

This latest partnership means that clients accessing the Nexiux Solutions modular Player and iGaming portal will now have access to more than 150 of Hexopay’s global payment solutions with the capacity for 1,000 transactions per second. This promises to provide a truly limitless experience via Hexopay’s third generation proprietary gateway at any time, any place and any way.

Over the last few years, Hexopay has created a gateway that has multiple acquiring banking connections, an extensive network of local alternative payment solutions, a host of risk and fraud solutions, global banking partners and above all rich functionality and features which significantly add value to your payment processing.

Rob Verdia, Head of Products at Nexiux Solutions, said: “We are embarking on a strategy of real growth by undertaking a global market approach in the next couple of months. Ensuring we have the right partners integrated will play a vital role in our overall success.

“Hexopay has demonstrated great flexibility and overwhelming expertise in a number of markets, and we are really looking forward to working with the team moving forward.”

[READ THE FULL STORY](#)

PANDAScore

PandaScore Upgrades Engaging Widgets Product

Leading esports data and odds supplier PandaScore has built on the success of their highly engaging Widgets product, launching a revamped Widgets 2.0. With the update, PandaScore has now launched a dedicated widget for each of the 11 esports titles it offers, including 3 live widgets for CS:GO, Dota 2 and League of Legends. Operators using PandaScore’s widgets are able to better attract and engage esports fans, particularly during live, with highly customisable esports widgets that provide game-specific, real-time data backed by specialist data scientists and traders.

Customisation options include language localisation, branding and editable block layouts (including player stats and team stats) so operators can choose what information they wish to display. Operators also have complete freedom to customise the front-end with their own branding and colours to maintain a consistent user experience. Integration of PandaScore’s Widgets 2.0 is made simple thanks to a seamless iFrame solution, so operators can get up and running with ease.

Bettors will enjoy in-depth esports information for their favourite games, delivered to them via undelayed data – so they know they’re getting a real-time viewing and betting experience. The data is even more granular, and the updated widget offers easy data visualisation that helps better understand the complex elements of the game at one glance. The data sets are catered to each game. For example, League of Legends fans can enjoy easy access to team strengths...

[READ THE FULL STORY](#)

STAKELOGIC / BETCITY

Stakelogic Live launches Super Roulette 5,000X exclusively with BetCity

Stakelogic Live, the go-to provider of premium live casino games, has strengthened its partnership with BetCity.nl, launching Super Roulette 5,000X exclusively with the popular Dutch operator.

Super Roulette 5,000X is all about mega Multipliers. The live Dutch game show title is broadcast from a state-of-the-art studio in the Netherlands, with the game set against a striking industrial backdrop with copper pipes and steaming machinery.

The gameplay is just as hot. In the base game, all bets pay as a standard roulette except the straight-up bet which pays 29:1. Once all bets have been placed and the roulette wheel is spinning, between one and five Gold Numbers are selected.

The Gold Numbers give players the chance to win a fixed bet Multiplier of between 50x and 750x or they are given the chance to spin the Money Wheel.

In Super Roulette 5,000X, this allows players to qualify for the Gold Numbers but with a potential Multiplier of 1,000X which also carries through to the...

[READ THE FULL STORY](#)

CONTINENT 8

Continent 8 Technologies’ Gaming Cloud gains Michigan approval

The group’s Gaming Cloud is already available in New Jersey and Pennsylvania. Continent 8 Technologies has been accredited by the Michigan Gaming Control Board (MGCB) to launch its regulated Gaming Cloud to operators and suppliers in the state.

The group’s Gaming Cloud offers a multi-tenanted, scalable and resilient IaaS platform that allows customers to host infrastructure, containers, data and network edge services. It is already available to customers in a number of other regulated locations across North America, including New Jersey and Pennsylvania.

Michigan regulations state that tenants in the Gaming Cloud must be licensed by the MGCB, and hardware comprising the Gaming Cloud must be located at the primary and backup locations Continent 8 provides in the state.

“Achieving approval from the Michigan Gaming Control Board for our Gaming Community Cloud is an important strategic development for Continent 8, as demand for secure and compliant cloud solutions continues to rise,” said Continent 8 Technologies Chief Product Officer Justin Cosnett.

“We understand the power of the first-mover, pay-as-you-grow advantage in such highly competitive states and markets, and strive to offer this to our customers.”

[READ THE FULL STORY](#)

1X2 NETWORK / ROYALCASINO

1X2 Network signs with RoyalCasino in Denmark

1X2 Network is teaming up with Danish-facing RoyalCasino.dk, in a partnership that will launch the iGaming provider’s games into the Danish market.

Thanks to this contract, RoyalCasino.dk will now host games from 1X2’s games development branch, 1X2 gaming, as well as its subsidiary games studio, Iron Dog Studio.

1X2 already entered the Danish regulated market via 888 in November, meaning its games have already been certified by Danish regulators, and the developer can deliver a fully localised gaming experience.

RoyalCasino.dk has been offering licensed and regulated online gaming to Danish players since 2016, and it’s the only gaming brand in Denmark to offer both an online and land-based casino.

Rory Kimber, Account Management and Marketing Director at 1X2 Network, said: “We’re thrilled to increase our footprint in Denmark, especially with such a prestigious brand. And we look forward to showcasing our games to a whole new audience through RoyalCasino.dk.

“It’s an exciting market and one that has been growing each year since its establishment a decade ago. We’re just proud to be a part of it.”

Jonas Madsen, Royal Casino’s Head of CRM and Content, added: “RoyalCasino.dk is one of Denmark’s largest online casinos and we prioritise...

[READ THE FULL STORY](#)

LIVESPINS / TURBO GAMES

Livespins & Turbo Games integration has players ‘on the edge of their seats’

Livespins continues to “disrupt the status quo” after striking a deal with Turbo Games, bringing the latter’s plethora of clash titles to its streaming platform.

Streamers on the Livespins platform can now access a complete catalogue of Turbo Games’ releases, bolstering the provider with several “thrilling” clash, curve, tower, minesweeper and wheel of fortune games.

Expressing his adulation for the deal, Michael Pedersen, CCO at Livespins, commented: “Livespins can integrate any type of casino content for our streamers to play and this deal with Turbo Games adds quality crash and arcade game formats to our growing portfolio.

“Turbo Games has cracked the code when it comes to creating highly engaging, fast-paced content that will allow our streamers to deliver the thrills and spills that streaming audiences expect.

“This is another really strong studio partnership for Livespins as we continue to...

[READ THE FULL STORY](#)

FSB

FSB receives NGCB approval to provide sports betting services in Nevada

FSB has expanded further in North America after securing official licensing approval from the Nevada Gaming Control Board (NGCB) for the state of Nevada.

The global sports betting service provider received a unanimous recommendation from the NGCB to be awarded a Manufacturers and Information Service Provider license on Thursday, allowing the firm to enter the Silver State market.

FSB was “unanimously recommended” for a Nevada license by the state’s Gaming Control Board earlier this month.

“Receiving our license in this crucial, critical jurisdiction clearly captures the momentum we’re experiencing as a business at this moment,” commented Dave McDowell, CEO at FSB.

“We aspire to be part of the long-term sports betting story in Nevada and look forward to embracing this market opportunity and, in the long term, aspiring to disrupt the North America region generally with our tier one tech stack. We are very thankful to the NGCB for their time and attention over this thorough, detailed process.”

FSB is now ready to offer its omnichannel sports wagering services to partners in Nevada, helping them “curate the exact sports betting experience required” for their player base and the Silver State market.

[READ THE FULL STORY](#)

STAKELOGIC / NAPOLEON SPORTS & CASINO

Stakelogic strikes new Belgian operator deal with Napoleon Sports & Casino

Partnership will see Stakelogic’s suite of slot and dice games available to all Belgian players.

More Belgian players than ever will now get to sample the suite of exciting games on offer from Stakelogic after the game developer penned a deal with Superbet Group-owned, Napoleon Sports & Casino. With a soft-launch already underway using a selection of slots and dice games, the full roll-out of Stakelogic’s portfolio of content is expected imminently.

The partnership means players at Napoleon Sports & Casino will get access to a whole host of new gaming content, including slots using Stakelogic’s own mechanics: Super Stake™ and Mega Super Stake™. Stakelogic’s Megaways™ games are also on offer under the deal, including the massively popular Expendables Megaways™ and the latest release El Cowboy™ Megaways™.

Neil Tanti, Sales Manager at Stakelogic, said “We had a big focus on increasing our BENELUX-based partnerships this quarter and the deal with Napoleon is one of the success stories of these efforts. We’re delighted to be able to offer our games to their players and we’re certain this is the start of a very successful relationship. We have already seen great success in Belgium with our most popular slot game titles, as well as the dice games that are also included in the Napoleon deal, so I’m sure the players at Napoleon will engage with them also.”

[READ THE FULL STORY](#)

REAL DEALER STUDIOS

Vinnie Jones becomes first celebrity dealer at Real Dealer Studios

Real Dealer Studios has announced a deal with Vinnie Jones, with the former professional footballer and actor to be the company’s first celebrity dealer.

Jones, who famously won the FA Cup with Wimbledon in 1988, will bring his “signature demeanour and charisma to a number of upcoming titles including Real Dealer’s Roulette and Blackjack games,” a statement from Real Dealer Studios read.

The footballer-turned-actor, who has appeared in films such as Snatch and Mean Machine, will begin filming in the coming weeks, providing players with an immersive gaming experience.

“It’s lights, camera, action for the team at Real Dealer Studios as they embark on their most exciting endeavour yet, joining forces with the prolific Vinnie Jones,” said Real Dealer Studios. “Be on the lookout for Vinnie Jones hosting a selection of Real Dealer titles. These and other Real Dealer titles will be available exclusively through the Games Global platform in the coming months.”

[READ THE FULL STORY](#)

INTELITCS / PROPHET EXCHANGE

USA’s debut Peer-to-Peer Sports Betting Operator Prophet Exchange selects Intelitics as key partner

Prophet Exchange is the first operator of its kind in the US, partnering with Intelitics for its performance marketing and analytics platform.

Intelitics announces a partnership with Prophet Exchange, which will see the leading performance marketing and analytics platform provider deliver its data-driven, premium product suite to the debut operator.

Having just gone live in New Jersey and with plans already in the pipeline for further expansion in other states in 2023, Prophet Exchange has called on Intelitics and its cutting-edge platform to manage all affiliate and paid media activity, which includes real-time media campaign monitoring and player tracking.

These real-time data analytics and the platform’s flexible pixel tracking will also allow the operator’s affiliates to access their own data and performance metrics in a live, real-time environment.

Prophet Exchange will also benefit from Intelitics seamless costing and performance integration with Facebook, and other tier 1 ad-networks. This centralization of all user acquisition channels will ensure Prophet Exchange has all the data on hand, in real-time, to test, iterate and scale marketing campaigns faster and more efficiently.

[READ THE FULL STORY](#)

SWINTT / SAMURAI STUDIO

Samurai Studio by NatsumeAtari Teams up with SwinttStudios

Award-winning software providers, Swintt, and Japanese entertainment company, Samurai Studio® by NatsumeAtari, are delighted to announce they will be joining forces this month, with the latter preparing to distribute games via the SwinttStudios partnership program.

Rolled out earlier this year, SwinttStudios is a game-changing initiative developed by the Malta-based company that allows boutique software providers to develop and distribute games within the existing Swintt framework. It enables partners to focus mainly on the design and theme of their titles while Swintt handles game logic and product delivery, providing a smoother creative process for all parties.

As one of the few video slot developers in Japan that can already boast global operations, Samurai Studio® will use the opportunity to tap into Swintt’s extensive distribution network and useful back-end tools, extending its brand outreach even further by releasing games in a number of new markets.

With history dating back to 1987, NatsumeAtari was first established as a business that provided technology, artwork and services to video game companies and pachinko machine developers. With a group philosophy that reads “happiness to everyone involved with NatsumeAtari”, it wasn’t until October 2020 that Samurai Studio® was created and the group turned its hand to video slot creation.

[READ THE FULL STORY](#)



LUCKYSOME

GAMES TO TREASURE

Powered by 

 GAME ON

SEPTEMBER 2022 EDITORIAL HIGHLIGHTS

BLUE GURU GAMES

LCB News: Interview with the Team

Who are Blue Guru Games? We caught up with the team to learn more about the online slot studio and its games. August 2022 saw the release of 'Treasure of TENGshe' and as September approaches, the industry anticipates the launch of 'Clash of the Seraphim'. The young company, founded in 2021, creates games in partnership with two big names in the game, Bragg and Relax Gaming. In fact, the 'Spring-Heeled Jack' slot, in partnership with Relax, will hit the market this October. Stick around to learn more including what they'd like our readers to know.

Q: Please start with an overview of Blue Guru Games and how the team's passion for "mythology, history, folk tales, spirituality and all things esoteric" contributes to game development.

[READ THE FULL INTERVIEW](#)

PANDAScore

Brazil's esports betting potential

The Brazilian esports market has been described as feeling like 'the West in a Southeast Asia reality' - a place with enormously passionate fans whose engagement is impacted by vastly differing economic experiences. Brazil presents unique challenges and opportunities for betting operators seeking to harness this energy.

While the move to properly regulate the Brazilian sports betting market has taken time since it was legalised, it's going to take full effect in December. Many operators have spent time building their sports betting presence since legalisation and with the potential to be a \$140bn market, there's a high ceiling for sports and esports betting.

Esports is the third most popular category for sports betting in the country, sitting behind football and basketball. This makes a lot of sense when we take a look at viewership and betting activity.

Despite being considered a 'minor region', Brazil's domestic League of Legends competition currently outperforms North America's in terms of viewership. And at International Counter-Strike tournaments, matches featuring Brazilian teams generate a larger portion of total turnover compared to the total number of...

[READ THE FULL INTERVIEW](#)

FANTASMA GAMES

Interview: Fantasma's CEO & Founder Fredrik Johansson

With an extensive game portfolio and more than 200 operators partnered in 50 countries, Stockholm-based Fantasma is clearly a force to reckon with in the iGaming market. Their vision focuses on developing slots beyond gambling, incorporating gaming experience to breathe new life into the art of slotmaking. We had a chance to talk with Fantasma's CEO and founder Fredrik Johansson and discuss the company's forthcoming game releases in New Jersey and future plans, as well as the creative process behind slots developments.

iGamingNJ: Please can you tell our readers about Fantasma Games' general 'ethos' and approach to games creation.

Fredrik Johansson: The idea and vision for Fantasma Games has from the beginning been to do slots beyond gambling, which means that we try to take inspiration from the traditional gaming industry and throughout the gambling industry. We have lots of successful games based on this premise.

iGNJ: What are your day-to-day duties and responsibilities at Fantasma?

FJ: I'm the CEO of the company, and we're a public listed company, which brings a lot of responsibilities. Overall, I'm a part of everything from finance, sales, marketing, production, recruitment... everything! So there are lots of things...

[READ THE FULL INTERVIEW](#)

NEXIUX SOLUTIONS

Interview with the man of the week, Rob Verdia, Head of Products at Nexiux Solutions

Following their latest announcement about partnering with leading sportsbook solution provider Altenar, we sat down with Rob Verdia, Head of Products at Nexiux Solutions, to hear more about the partnership and of course their awesome products.

The global online gambling industry has its fair share of platform providers. What does Nexiux Solutions bring to the table?

It does indeed, but that has never deterred us from our mission to provide operators with access to the best platform, products and services in the market via our modular, cutting-edge Player and iGaming Platform. It is a one-stop shop for operators, allowing them to launch compelling online casino and sportsbook experiences to players in regulated markets around the world. They can also...

[READ THE FULL INTERVIEW](#)

BETSSON

Andrea Rossi: "Betsson grows 86.2% in Latam compared to 2021"

The good economic results recently published by the Betsson Group have shown the growing importance of Latin America in the company's expansion strategy. With a long history already in several countries in the region, Betsson is beginning to reap the benefits of its commercial agreements, its sponsorships and its commitment to a market that can still show greater potential.



[READ THE FULL INTERVIEW](#)

FSB / INCENTIVE GAMES / SCOUT GAMING

Fantasy Sports vs. Sports Betting: what's the best approach?

For many sports fans online betting is an integral part of the matchday experience. Whilst traditional sportsbooks have typically seen the bulk of the action, the increasing popularity of fantasy sports sites means there are now more ways for customers to bet than ever before. G3 discusses the appeal of both approaches and examines how increased competition has affected the sports betting market with FSB, Scout Gaming and Incentive Games.

In regulated market across the globe, fantasy sports betting is designated a skill game and falls under different regulations. Do you agree with this classification?

Bob Akeret, Vice President, Operations at FSB: I agree that fantasy sports is a game of skill and that there is an opportunity for those that carry out extensive research and improve their knowledge of a particular sport to significantly increase their chance of winning.

Azaz Heydariyehzadeh, Chief Commercial Officer at Scout Gaming: The classification of fantasy sports has continuously evolved over the past few years but has now reached the stage where it is considered a game of skill in most markets. This makes it more straightforward for operators to be able to provide fantasy sports products to their users across multiple territories at once, which...

[READ THE FULL INTERVIEW](#)

 GAME ON

Full service PR that tells your story.

www.gameon.im

SGG MEDIA

Social Media is about more than touting your own brand

We live in a world where social media has become commonplace in our daily lives. But can these platforms, which were once used as a means of staying in touch with friends, form an important part of a brand’s marketing strategy?

Whenever a major sports news story breaks, it is inevitable. You open up Twitter or TikTok and are bombarded with sports betting social media accounts posting memes, fresh odds and the latest big bets and hot picks related to the headline.

Pat McAfee, Dave Portnoy and now Jake Paul draw headlines for bringing sports betting brands to their massive social media audiences.

Measuring social media success in sports betting though is less about who posted first or how many likes a post got, or even how many impressions a post gets. When social media experts within the field of sports betting discuss success, the focus is on brand awareness, community building and, of course, costs per acquisition.

What they also say is that you can’t think of social as just an auxiliary channel or an augmentation of your product’s marketing campaign.

Troy Paul, Founder and CEO of Sports Gambling Guides, an affiliate group focused on social media, works extensively at building followings with thousands of influencers. Speaking on the same panel, he warned that if you can’t walk the tightrope of commerce and community, it is often a problem you can’t come back from.

[READ THE FULL INTERVIEW](#)

SWINTT

David Mann: Staying ahead of the curve on mobile-first titles

WITH AROUND 80% OF ALL ONLINE CASINO GAMING now being conducted via smartphone or tablet, SBC Leaders sat down with David Mann, Chief Executive Officer at Swintt, to discover how they’ve managed to stay ahead of the curve without alienating the conventional desktop player.

SBC: Why do you think we’ve seen such an increase in mobile gaming? Is it due to more people having mobile devices, improvements in technology or a combination of both?

DM: I would say it comes down to a combination of more people having mobile devices and software developers generally becoming more savvy about the best ways to implement mobile technology.

These days, the number of people that own a smartphone worldwide is around 6.64 billion, with this figure accounting for roughly 83.37% of the global population. When you consider that back in 2016 the global smartphone penetration rate only accounted for roughly 50% of people worldwide, that’s a huge amount of growth in a relatively short space of time. This means there’s already a huge mobile audience out there that software developers need to be aware of, and it’s very important to keep up with the latest technology trends to make sure they’re accounted for.

When you look at apps like Facebook and Instagram, we’re seeing improvements for mobile being made on an almost daily basis and users are constantly having...

[READ THE FULL INTERVIEW](#)

HITSQWAD

‘Selling out’ does not kill creativity but independence produces innovation

In 1996, Disney purchased its first TV studio in ABC. Fast forward 26 years and what has transpired from that inaugural step has led to the franchise becoming a behemoth in the silver screen vertical.

In the latest CasinoBeats 100, we asked our members what the positives are to being an independent studio, along with the negatives, compared to being purchased by a bigger company.

Charl Geyser, CEO at HITSquad, claimed that being an independent studio has resulted in the firm having the “freedom to be as creative as we want”, allowing the design of games that the studio are “truly passionate about”.

“We work in a fast paced and competitive industry, therefore it’s imperative that we continue to innovate and create content that players want,” Geyser explained. “The advantages of being independent means that we can react quickly to market demand without being slowed down by multiple decision makers or being restricted by red tape.”

[READ THE FULL STORY](#)

SGG MEDIA

Troy Paul: Micro-Influencers are the future for sports betting marketing

IN A CHAT WITH SBC LEADERS, Troy Paul, SGG Media President and Co-Founder, discusses how his up-and-coming company has disrupted the traditional affiliate marketing space by harnessing the power of social media.

Utilising a network of more than a thousand micro-influencers, SGG Media is able to deliver relevant content and advertising to fans of individual sports, leagues and teams, allowing them to provide highly-focused posts that are far more likely to generate user engagement.

With the CEO believing this to be the most targeted and cost effective form of marketing currently available to companies, we picked his brains on the do’s and don’ts of using social media effectively and how the idea behind SGG Media first came about.

SBC: Thanks for taking the time to talk with us! For those that might not know you yet, can you give us your elevator pitch on SGG Media - who are you and what do you do?

TP: To give you some background on SGG Media - we’re all about social media! We’re the top social media-based marketing company in the sports gambling space. Our brand has partnerships with 1,176 sports content creators with a combined social media following of 24,756,430 followers. We’ve been in the space for three years and conduct branding and player acquisition campaigns for of 25 million followers. We have partnerships with BetMGM, Draftkings...

[READ THE FULL INTERVIEW](#)

RISKNARRATIVE

The calm before the storm

On 12 September, the Gambling Commission is set to introduce a new set of regulations that could affect how operators interact with customers. Adam Doyle, head of gaming at RiskNarrative (LexisNexis Risk Solutions), explores what these new rules could mean for the industry and the upcoming 2005 Gambling Act Review.

The new regulations coming into force on 12 September clearly put into writing what the Gambling Commission expects of operators when it comes to their player monitoring obligations. This includes how they identify vulnerable customers, the indicators of harm they are required to look out for, when to use automated systems and processes and how to evaluate the impact of customer interactions.

Until now, expectations have been open to interpretation and this is why some operators have been hit with fines for failing to meet the standards expected by the regulator.

Properly mapping out processes and introducing automated systems will be key to complying with these new rules. The entire customer journey must be fully documented so that operators can evidence how they are monitoring players and what happens in the event they hit a threshold or trigger a marker or markers of harm.

Of course, the challenges for operators will be to do this without negatively...

[READ THE FULL INTERVIEW](#)

RAW IGAMING

‘Selling out’ does not kill creativity but independence produces innovation

In 1996, Disney purchased its first TV studio in ABC. Fast forward 26 years and what has transpired from that inaugural step has led to the franchise becoming a behemoth in the silver screen vertical.

In the latest CasinoBeats 100, we asked our members what the positives are to being an independent studio, along with the negatives, compared to being purchased by a bigger company.

Tom Wood, CEO of Raw iGaming, expressed that “selling out” does not necessarily kill creativity but stated it is “true” that currently most innovation in the gaming space comes from small, independent studios.

“Barriers to entering the industry have dropped in recent years, which has led to an influx of smaller studios who dare to be different. Often, they are idealistic, disruptive and have more creative agility than bigger companies.

“They’re not bogged down by legacy systems and preconceived notions about what a game should be. They want to challenge the monolithic...”

[READ THE FULL INTERVIEW](#)

INTRESS

Connectivity to take US affiliate space to the next level

Ever since that landmark day in May 2018 the United States has captured the imagination of many, if not most, across the industry, with Intress Media not averse to following suit in a bid to “maximise player safety” and build “safe, true” communities.

The Las Vegas headquartered affiliate marketing firm has been making waves during recent weeks with a flurry of approval and subsequent go-live dates, with, unlike the stance taken by many across the industry, online casino forming the sole focus.

Empowerment has formed a key message expressed during a recent licensing push that has secured entry into a key trifecta of gaming jurisdictions, something which Co-Founder Maryna Sokirko expressed should be at the forefront for counterparts in the space.

“It should be the role of every self-respecting affiliate to empower and support their customers by providing them with the information to make responsible and informed choices when they gamble,” Sokirko began after being quizzed on a previously expressed company mission to empower customers.

“That’s not only an ethical standpoint, it’s a long-term business standpoint too. Any affiliate that wants to succeed in the US regulated markets must operate at the highest levels of social responsibility. And to succeed in this space you must...”

[READ THE FULL INTERVIEW](#)

RISKNARRATIVE

Adam Doyle, RiskNarrative: anticipating changes ahead for US operators

With big changes currently affecting how UK gaming operators address their customer base over onboarding, verification, and affordability, it’s merely a matter of time before the US adopts a similar approach according to Adam Doyle, Head of Gaming at RiskNarrative.

Speaking at the recent SBC Summit North America conference, he took time out to explain more about the company’s current status, having been acquired by LexisNexis Risk Solutions, while offering a broader picture of its US plans.

On the changes to rules affecting gaming firms around communicating and interacting with customers, he outlined that at some stage US operators should anticipate more stringent policies coming their way.

“The traditional onboarding and verifying of customers – who they say they are – and things like affordability is very topical,” he said. “So I think measures are being put in place. As we typically see the UKGC is normally the early adopter of these rules and changes.

“It will happen (in the US) and a lot of these operators are actually standardizing it, so what they’re doing in the UK – I think we’re looking at a very similar process. On the wider outlook for RiskNarrative in the US, he said: “We were acquired by LexisNexis in August of last year and obviously LexisNexis is a North American business. So we already currently have a significant amount of operators that use the service. I think what you’re going to see with RiskNarrative is us bringing in...”

[READ THE FULL INTERVIEW](#)

CONTINENT 8

The US is a “hotbed” for M&A activity ... and this isn’t changing any time soon

Whilst the global economy is heading down the proverbial bumpy road to recovery from the pandemic, Continent 8 Technologies’ David Black believes that there is still a growing appetite for “game-changing mergers” that could ultimately reshape the betting and gaming industry.

Speaking to SBC Americas, the Managing Director – EMEA discusses the surge in M&A over recent years and the increasing assimilation of betting and entertainment content.

The M&A landscape is red hot right now. Do you expect this to continue throughout the rest of the year and into 2023?

For me, stating the M&A landscape is “red hot right now” implies that it hasn’t been for the last few years, which is not the case. This is an industry that has been consolidating at pace for quite some time now, although the volume and value of the deals we have seen over the past 12 months has been quite remarkable – for example, DraftKings’ bid of \$20bn for Entain. Other big deals include...

[READ THE FULL INTERVIEW](#)

RISKNARRATIVE

Mapping a route to compliance amid ongoing uncertainty

Adam Doyle, head of gaming at LexisNexis Risk Solutions, says that properly mapping processes for player monitoring, combined with automation, will ensure operators are compliant with the latest round of regulatory changes in the UK

Expect the unexpected. That seems to be the feeling among operators targeting the UK market ahead of the Government’s hotly anticipated review of the 2005 Gambling Act, which faces further delays while the country awaits the appointment of its next Prime Minister.

That said, there have been several leaked reports about what the accompanying white paper will contain, with affordability front and centre. Assuming these rumoured changes do come into force, they will follow hot on the heels of updated regulations that came into effect on 12 September.

These new regulations clearly put into writing what the Gambling Commission expects of operators when it comes to their player monitoring obligations.

This includes how they identify vulnerable customers, the indicators of harm they are required to look out for, when to use automated systems and processes, and how to evaluate the impact of customer interactions. Previously, these expectations had been open to interpretation.

But what do operators need to do to ensure they are compliant with these new requirements? And how can they ready themselves for the changes that will...

[READ THE FULL STORY](#)



LIVESPINS

Finding opportunities in the Twitch casino ban

The Twitch crackdown on online casino streams had many losers, but out of events like this there will also be winners. Daniel O’Boyle speaks to LiveSpins CEO Chris Scicluna and key investor Robin Reed about how their gambling-specific streaming platform has performed following the news.

As the gambling industry has learned again and again, out of every set of new rules there are those who benefit.

So when streaming giant Twitch announced its latest crackdown on gambling streamers, it might have appeared to be bad news for the industry. But there were many who saw the move as an opportunity.

The most obvious beneficiaries were rival streaming services, focused specifically on gambling.

One of those is LiveSpins, which offers a built-in streaming client on operator websites. Players can watch their favourite streamers play, but – unlike on a product like Twitch which is not designed for gambling – can also bet along...

[READ THE FULL INTERVIEW](#)

GAMINGTEC

Andrei Beu: "The Key in Brazil will be to offer a superior gaming experience"

The development of the sports betting and online casino market in Brazil seems unstoppable and the fight to position itself in it is very intense. One of the key factors for many companies will be to have top-level technology partners such as Gamingtec.

At Gaming Intelligence we have spoken with its commercial director, Andrei Beu, to find out the keys to this market.

What are some of the challenges for operators entering the impending Brazil sports betting market?

The Brazilian market is huge and leans heavily towards football as the dominant sport that is watched and also bet on. Some of the largest and most...

[READ THE FULL INTERVIEW](#)

CEGO

The Future of UK and European Responsible Gaming

In this latest eMag edition, produced from our recent Responsible Gaming RoundTable, we speak with some of the sharpest minds in the responsible gaming field – and deep dive into the most pressing challenges facing the future of our industry.

As technology and consumer expectations continue to evolve, we as an industry are standing on the cusp of a New Frontier. With the Review of the antiquated 2005 Gambling Act imminent, traversing this key period of change and transition is more important than ever.

Player protection and strategies to protect our customers are now the overriding priority for all iGaming stakeholders.

With fundamental changes set for the UK and European markets, understanding how this could affect you, your business and your peers and competitors, will be key in navigating the future of the iGaming industry.

We've curated exclusive insights from key stakeholders and thought-leaders across the gaming world, amongst them is Allan Auning-Hansen, Chief Executive Officer at CEGO.

[READ THE FULL INTERVIEW](#)

SYNALOGIK

European Gaming / Q&A – Queen's Award for Innovation Danny Edwards, Chief Revenue Officer at Synalogik

Congratulations on receiving the Queen's Award for Innovation. Can you tell us more about the award and why you received it?

The Queen's Awards for Enterprise are probably the top, and most prestigious, awards programme in the UK. There are several categories, in our case we won the Queen's Award for Innovation.

We won the award due to our data aggregation platform, Scout®, and its contribution to fighting financial crime and helping organisations with regulatory compliance across both the public and private sector. Scout® has proven to deliver significant ROI for businesses across the gambling, insurance, banking, legal and public sector. In the gambling sector our clients include Entain Plc, Betway and Buzz Bingo.

What does receiving such an award mean to Synalogik and the team behind the business?

Along our journey we have been extremely lucky to get the support of some large multinationals and high-profile investors; however, receiving the Queen's Award for Innovation has galvanised and given confidence to our team in different, in some ways more important, ways. We have always been driven...

[READ THE FULL INTERVIEW](#)

PRESENTER

A change of Perspective: What Europe can learn from Latin America

AS MORE COMPANIES SET THEIR EYES ON Latin American expansion, are there key learnings that can be taken from Europe on what to do, and more importantly, not what to do?

The development of the Latin American gambling industry has arrived a bit late to the party, but that doesn't mean it isn't making its presence known. So it came as no surprise that some of the most successful and ambitious companies have turned their focus to the continent to expand their international footprint and provide a welcome boost to their businesses which may be already established in other regions.

With Argentina, Brazil and Colombia all joining the roster of countries introducing a legalised betting framework, the spotlight on Latin America is becoming...

[READ THE FULL INTERVIEW](#)

BETSSON

ESG – Compliance and Sustainability by Jonna Danlund, Head of Sustainability at Betsson Group

The iGaming industry prides itself on its continuous work for safeguarding consumers. Whilst many not involved in the igaming industry will assume this is due to stringent regulatory requirements, igaming organisations are investing more and more into expanding player protection teams and implementing tools that serve to exceed, not just meet, the requirements of the regulator. The industry cares not just about its reputation but the safety and welfare of its customers also. To run a long-term, sustainable business, having customers who gamble in a healthy way is key.

The 'duty of care' concept, or the recognition that organisations must keep stakeholders safe, is not new. This obligation used to be limited to the actual workplace – keeping your employees or customers safe at the office or place where you offer your services. However, over the past years, the online entertainment world (including the igaming industry) has expanded this duty of care to its customers – i.e. ensuring players' safety whilst using online sportsbooks or casinos.

Compliance is a critical business issue, one that shapes the ESG framework. It is also heightened by the stark reality of facing hefty fines, reputational damage...

[READ THE FULL INTERVIEW](#)

FSB

The great tech debt

As technology continues to develop, operators are having to choose between keeping up with the times or sticking to what they know best, a decision that has an ongoing impact on customers. Bob Akeret, vice president of operations, North America for FSB Technology, explores how legacy technology could be make or break for operators.

The prevalence of legacy technology and platforms is high in the US market, due to the existing relationships in place between operators and technology providers for land-based casino and sports betting.

As the market has opened up across North America, operators and technology providers have seen online casino and sports betting simply as something that can be bolted onto their existing setup. These providers have also been able to deliver speed to market as their legacy platforms are quick and easy to switch on if the operator is already working with them in the land-based sector.

But these operators are now realising that online gambling is technology-driven and that they need to build their online business on a platform that provides real-time analytics, margin control, multiple data feeds, player monitoring, automation and more to deliver the experience players are expecting and to compete with their rivals that opted for cutting-edge tech instead.

[READ THE FULL INTERVIEW](#)

PANDAScore

Esports arena: Reaching the Brazilian esports bettor

Oliver Niner, head of sales at PandaScore, pinpoints rich community connections as essential for successful acquisition in Brazilian esports betting.

Despite the absolutely enormous esports fan following in the region, Brazil is yet to fully tap into its esports betting market.

With regulation around the corner this December, many operators are gearing up to take their share of the market beyond the traditional dotcom focus of the past. Some brands have already begun building their esports betting presence in the space over the past few years, and there are some important lessons to be learned as the competition heats up.

Intimate partnerships and engagement

Much like in Europe, football is the most popular item in Brazilian sportsbooks –so it’s worth taking note of how operators have found success. When football betting was growing, several operators found success in building smaller, more community-based partnerships with precise targeting. Local sponsorships often do better than international ones or top-down and affiliate channels. The big brands that have done well have been singular in focus and locally based – you need local expertise in Brazil.

A big part of this is because intimate connections better resonated with bettors and became a part of the culture and community of a region or club – KTObet being a major success story with this approach.

[READ THE FULL INTERVIEW](#)

CONTINENT 8

Uruguay legalisation seen as driver for LATAM online gambling push

Uruguay’s push to legalise online gambling may help further drive a “healthy wave” of regulation across South America, a leading industry executive said.

The country’s Chamber of Senators voted in favour of legalising online gambling in mid-August. The proposal now needs to be debated by the House of Representatives before final approval.

Under the proposals, the General Directorate of Casinos of the Ministry of Economy and Finance will regulate online gambling in Uruguay. The bill will allow state and land-based casinos in the country to offer online gambling services. Sports betting is already legal.

The regulator will be required to contribute 5 percent of its gross profits to a fund dedicated to combat problem gambling.

“Uruguayans like online gambling, like many others, and they’ve been using foreign websites that the government blocks from time-to-time, but then starts again,” said Gabriel Szlaifsztein, general manager LATAM at technology and hosting company, Continent 8 Technologies.

“Additionally, there’s a “healthy wave” of legalization in all of the LATAM region since governments have realized that people are going to play anyway and...”

[READ THE FULL INTERVIEW](#)

LIVESPINS

Q&A: Twitch bans gambling streamers with Michael Pedersen CCO at Livespins

What do you think of Twitch’s decision to ban casino sites from being streamed on its platform?

Twitch’s decision to ban remote licensed online casino sites from being streamed from its platform has made waves right across the industry. But at Livespins, we have long expected this moment to come, and what is now certain is that gambling on mainstream media platforms is, and likely always will be, volatile. That is why it is important for the industry to control the space and provide a healthy, highly engaging and, most importantly, sustainable solution. The opportunity that sits at the intersection of gambling and streaming is far too big for us not to.

How has this situation come about? Has the writing been on the wall for a while?

The ban comes in the wake of a campaign to oust gambling from the platform after top-tier streamer ItsSlicker admitted to having a gambling problem. It’s fair to say some sort of ban was already in the works with recent events likely to...

[READ THE FULL INTERVIEW](#)

NEXIUX SOLUTIONS

Operators need tremendous flexibility to exceed player expectations

Nexiux Solutions has certainly made a splash in recent weeks, with the igaming player platform and services provider vowing to embark on a strategy of “real growth” that will be done with a worldwide approach during the coming months.

Here, Rob Verdia, Head of Products at Nexiux Solutions, which has recently aligned with Altenar, Xtremepush and Hexopay, dissects the former of those alliances, advantages of a modular platform design and if operators can truly enjoy success with a sole vertical focus.

CasinoBeats: Congratulations on securing a partnership with Altenar, among numerous other recent alliances, Can you tell us more about the deal?

Rob Verdia: Thanks. The Nexiux player and igaming platform is modular which means we can bolt on products and solutions from the best providers in the business, and that is exactly what we have done with Altenar. Altenar really needs no introduction; it is the leading sportsbook platform provider behind some of the biggest betting brands in the world including LottoLand, JustBet, BetMotion, KTO and Ninja Casino.

By integrating its solution into our platform, we can provide our operator partners with a fully managed sportsbook that is powerful yet stable and that benefits from a wide range of sports content sourced from multiple data partners.

[READ THE FULL INTERVIEW](#)

FSB

our Colombia Tech Hub is the first in several serious LatAm moves

Securing entry into the newly-regulated Ontario market, internal promotions and completing its transition to a solely B2B operation are just a number of key developments having been undertaken by FSB.

The latest move made by the company has seen it instate a technology hub in the Colombian municipality of Medellin in a bid to cater for its North American and LatAm involvements.

Following the announcement of this South American expansion, Chris Graham, appointed Head of B2B Marketing in February, spoke with CasinoBeats regarding the group’s approach to opening an office in their fourth continent, recruiting in uncharted territory and future plans for other locations.

CasinoBeats: You’ve just announced the opening of a new technology hub in South America. What made Colombia the location of choice?

Chris Graham: Colombia is a regulated, forward-thinking online gambling jurisdiction with a geographical location that sits in the middle of key markets for FSB across the North American and Latin American regions.

It is a country with incredible tech talent, and we have been able to dip into this pool of skills and expertise to build out an incredibly strong team of 30+ specialists that will support our technical objectives as we strive to deliver...

[READ THE FULL INTERVIEW](#)



SLOT TEMPLE

Slots Temple’s Fraser Linkleter on game changing UKGC approval

A mission of bridging the gap between players, game developers and casino operators has been long stressed by Slots Temple, with the group last month gaining one key significant development to this end.

This saw Slots Temple become the first affiliate site to be awarded a UK Gambling Commission licence, with social responsibility a key message among the excitement that absorbed the company.

Following this, Fraser Linkleter, CMO of Slots Temple, spoke to CasinoBeats regarding the key development, progress since licence approval, which are the most popular offerings on its platform and the importance of multiplayer dynamics.

CasinoBeats: Slots Temple is the first affiliate site to receive UK licensing, what does that mean for your business?

Fraser Linkleter: Receiving our UKGC license is an absolute game changer for Slots Temple. Over the last couple of years, we’ve steadily built a platform that hosts more than 10,000 free-to-play slots from some of the industry’s most exciting game studios e.g. Relax Gaming, Push Gaming, ReelPlay and 4ThePlayer. During this time, we’ve managed to build a community of players that compete against each other to get to the top of the leaderboard and win prizes e.g. merchandise.

[READ THE FULL INTERVIEW](#)

SGG MEDIA

Connecting with a new breed of sports fan

With over half of all U.S. states now embracing legalised sports betting, the potential target audience for operators is greater than ever before.

However, as regulation has progressed, so too has media consumption, and companies now face the new challenge of marketing to a younger, more tech-savvy customer base. Troy Paul, SGG Media’s Co-Founder and President, offers his thoughts on a new age of betting and getting players off the benches.

In the past couple of years, we’ve seen something of a sea-change in the way customers approach sports betting. As a recent article in Business Insider put it: “being a sports fan is no longer just about the game itself – research shows that fans want to be a part of the narrative.”

At SGG Media, we firmly believe that to be the case, but in order to truly cater for the appetites of the modern-day sports fan, you have to first understand the background they’re coming from and how they conduct their betting.

With residents in the 27 states where sports betting has already been legalised accounting for roughly 58 per cent of the total population of the U.S., there’s a huge audience out there for sportsbooks and DFS sites to target.

In order to do so effectively, however, it’s important for them to consider how they’re deploying their advertising spend and to ask themselves: “does our marketing reach this new breed of sports fan effectively and do we have the tools in place to maintain sustained better engagement?”

[READ THE FULL INTERVIEW](#)

PANDAScore / BETCARE / HONORE GAMING / FLOWS

iGaming Future: Road to Safer Gambling Week: Day Two

As we continue our journey on the road to Safer Gambling Week (17th – 23rd October), we stop off to hear from some of our industry’s leading suppliers.

Once again, iGamingFuture has brought together some of our industry’s most forward-thinking and influential stakeholders to examine the current state of responsible gambling in our industry and most importantly, discuss what iGaming suppliers can do to further support this campaign going forward, whilst still maintaining growth objectives.

How do responsible gambling requirements impact your business and the solutions/services you provide?

Oliver Niner, Head of Sales, Pandascore

Very specifically, within our technology we have to record and log the age of players that participate in e-sports competitions and tournaments because, depending on the territory, they have quotas as to the participation of players who are under 18 (for example in the UK, some of the U.S. states, Spain...

[READ THE FULL INTERVIEW](#)

LIVESPINS

HIPThER Talks S1-Ep47: The silver lining in the Twitch ban on unlicensed gambling content



[READ THE FULL STORY](#)

PLAYOJO / PRESENTER GROUP

iGaming Future: Road to Safer Gambling Week: Day One

As we draw nearer to Safer Gambling Week, taking place next month (17th – 23rd October), iGamingFuture has brought together some of our industry’s most forward-thinking and influential stakeholders to discuss the pertinent issues linked with keeping our players protected. They will share their perspective on the challenges and opportunities we face as an industry, in the continued pursuit of safer gambling excellence!

As an operator, what are the greatest challenges you face when it comes to responsible gambling?

Ohad Narkis, Co-Founder, Play OJO

One of the biggest challenges operators face when it comes to complying with responsible gambling laws is the unclear regulation and often vague guidelines that are used to govern certain jurisdictions. Not only do operators have to make sure that their interpretation of these laws is accurate and watertight, but overly officious regulation can also potentially drive players to offshore or black market casinos.

Daniela Speranza, Director of Compliance, PressEnter Group

The greatest challenge PressEnter Group face is resource. As an operator holding multiple brands, we are growing exponentially, which means PressEnter are always looking to recruit the right people to fulfil our customer support teams. For example, when a player closes their account for problem gambling...

[READ THE FULL INTERVIEW](#)

SLOTS TEMPLE / FIRST LOOK GAMES / FSB

iGaming Future: Road to Safer Gambling Week: Day Three

In Part 3 of our journey to Safer Gambling Week, we catch up with the industry’s leading content providers to find out their thoughts on responsible gambling and how it impacts their market strategy going forward.

How do responsible gambling requirements impact your business and the solutions/services you provide?

Fraser Linkleter, CMO, Slots Temple

We’ve always been very focused on Responsible Gambling, and it runs through the heart of our business. We see Responsible Gambling requirements as a positive necessity, which ensures we’re offering players a safe place to play their favourite games.

Elliott Resnick, Head of First Look Games

First Look Games has been built to do the heavy lifting for studios when it comes to affiliate outreach for the purpose of game marketing and promotion. Part of the service we offer is to ensure the 800+ members of our affiliate...

[READ THE FULL INTERVIEW](#)